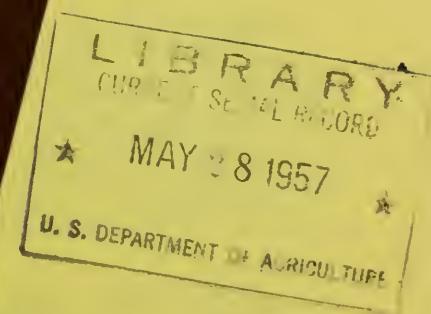


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Household Purchases of Butter, Fluid Whole Milk, and Fluid Skim Milk, February 1957



HPD - 40

April 1957
Agricultural Marketing Service
U. S. DEPARTMENT OF AGRICULTURE

WASHINGTON, D. C.

PREFACE

This series of monthly reports is based on information obtained in a cooperative project financed by the United States Department of Agriculture and by the dairy industry through the American Dairy Association. The Department funds are provided under the Agricultural Marketing Act of 1946.

Reports in this series covering the months April 1954 through March 1956 showed estimates of household purchases and related information for butter, cheese, nonfat dry milk solids, and margarine. Starting in April 1956 the coverage was changed to include data on fluid whole milk and fluid skim milk products in addition to butter. The reporting on cheese, nonfat dry milk solids, and margarine was discontinued at that time.

The basic data presented herein were collected by the Market Research Corporation of America from its National Consumer Panel and were tabulated by it, under contract with the Department. The data beginning April 1954 are based on reports from a sample of approximately 5,800 families. Additional data on butter only for the months April 1953-March 1954 are also available. The data prior to April 1954 were based on a sample of about 4,300 families and were statistically adjusted to the level reported from the 5,800-family sample.

The estimates include only purchases for consumption by household consumers and do not reflect volume purchased by hotels, restaurants, hospitals, or other institutions.

This report was prepared in the Market Development Branch of the Marketing Research Division, Agricultural Marketing Service.

HOUSEHOLD PURCHASES OF BUTTER, FLUID WHOLE MILK,
AND FLUID SKIM MILK, FEBRUARY 1957

The data in this report are estimates of total purchases by household consumers only, and do not include consumption in restaurants, hotels, hospitals, or other institutional outlets. Data for a month are for a 4-week period (28 days) to permit comparisons of purchase volume between periods of equal length.

BUTTER

Household purchases of butter in February 1957 totaled about 68 million pounds, almost 1 percent greater than the 67 million pound total for February 1956. Household purchasers in this survey paid 71 cents per pound for butter in February 1957, up 3 cents from a year earlier. In the 11-month period April 1956-February 1957, butter purchases were more than 2 percent higher than for the comparable period a year earlier and almost 22 percent higher than for the same period in 1953-54.

Forty-six percent of all families bought butter in February 1957, down fractionally from February 1956 but well above February 1954 when only 42 percent of all families purchased butter (table 1). Per capita butter purchases in February 1957--about 0.41 pound--decreased both from the prior month and from February 1956. However, in the 11 months, April 1956-February 1957, per capita purchases of butter were up 1 percent, 5 percent, and 15 percent respectively, from the comparable periods in 1955-56, 1954-55, and 1953-54.

Householders averaged 2.66 purchases of butter per buying family in February 1957, about 2 percent fewer than during February 1956. Although family butter purchases were less frequent than a year earlier, the average quantity bought each time was slightly larger.

FLUID MILK

Total: Fluid milk purchases by householders in February 1957 totaled 1,247 million quart equivalents, a new high for the 2 years (1954-55 and 1956-57, through February) for which monthly data are available, and were almost 6 percent more than the 1,180 million quarts bought in February 1955. 1/ This increase was the result of a 5 percent gain in the quantity of fluid whole milk purchased and a 21 percent gain for fluid skim items. The percentage of all families buying any fluid milk during February 1957 was fractionally greater than in February 1955 (table 5). 2/ Per capita purchases of fluid milk

1/ Fluid cream and half-and-half mixtures are not included in these data.

2/ Slightly over 10 percent of all families reporting in this survey live on farms and many of these families have farm produced milk available for their own use.

were 7.59 quarts in February 1957, a record for this series, and 3 percent more than the 7.36 quarts purchased in February 1955. 3/

Total purchases of fluid milk were 5 percent larger in the 11 months, April 1956-February 1957, than in the same period 2 years earlier. Between the same periods, there was an increase of 22 percent in the quantity of fluid milk purchased in gallon containers, a 68 percent increase for half-gallons, and a 22 percent decrease for single quarts.

Householders purchased about 1 percent more fluid milk in February 1957 than in the prior month. Between the same months in 1955, the total quantity bought was unchanged.

Fluid Whole Milk: U. S. families bought 1,176 million quarts of fluid whole milk in February 1957, about 5 percent more than the 1,121 million quarts purchased in February 1955. 4/ Fluid whole milk bought in the larger-than-quart size container approximated 43 percent of all whole milk purchased during February 1957, while 57 percent was in single quarts. The trend toward the greater use of the multiple-quart containers and away from the single-quart size has continued each month, April 1956 through February 1957, compared with the same months of 2 years earlier (fig. 3).

The average price for whole milk, 23.3 cents a quart, paid by householders in February 1957 equaled the record high for this series (January 1957) and was 4 percent higher than in February 1956. Consumers paid more for whole milk in all container sizes, the greatest increase being for whole milk in half-gallons. The average price paid per quart for whole milk by householders during February 1957 by container size was 18.8 cents in gallons, 22.1 cents in half-gallons, and 24.5 cents in single quarts (table 3).

Per capita purchases of whole milk by householders were 7.16 quarts in February 1957, over 2 percent more than the 6.99 quarts in February 1955 (table 6).

Fluid Skim Milk: Householders bought 71.2 million quart equivalents of skim milk products in February 1957, 12.5 million quarts or 21 percent more than in February 1955. 5/ As a result of this increase, per capita purchases rose from 0.37 quart to 0.43 quart. In addition, over 20 percent of all families made one or more purchases of skim milk products in February 1957 compared with less than 19 percent in February 1955.

Householders bought 76 percent of their total skim milk in the single-quart container in February 1957, in contrast to the 57 percent of total whole milk purchased in this size container. In February 1957, consumers bought more

3/ Per capita purchases are based on total U. S. civilian, non-institutional population.

4/ Fluid whole milk includes extra grades, regular grades, homogenized and not homogenized, and fortified and unfortified whole milk products.

5/ Fluid skim milk includes skim, fortified skim, buttermilk, and flavored skim milk drinks.

fluid skim in all size containers than 2 years earlier, with the rise particularly marked for the half-gallon.

The average price paid by consumers for fluid skim items was 19.3 cents a quart in February 1957, about 4 percent higher than the 18.6 cents paid in February 1955. The greatest increase--19 percent--was in the price for skim milk items purchased in gallon containers. Householders in February 1957 paid 12.5 cents a quart for purchases of skim milk in gallons, 17.9 cents in half-gallons, and 20.0 cents in single-quart containers.

Total purchases of fluid skim milk during the 11-month period, April 1956-February 1957, were more than 17 percent above those for the same period 2 years earlier and per capita purchases were up 15 percent. Between the same periods, the average price of fluid skim milk was 1 percent higher. Consumers bought 166 percent more fluid skim in half-gallons, about 5 percent more in gallons, and 3 percent more in single quarts during April 1956-February 1957 than in the same period 2 years earlier.

The quantity of skim milk items purchased and the percentage of all families buying were up 6 and 5 percent, respectively, from January to February 1957. Per capita purchases of skim milk items were about 5 percent greater and the average price fractionally less in February than in January.

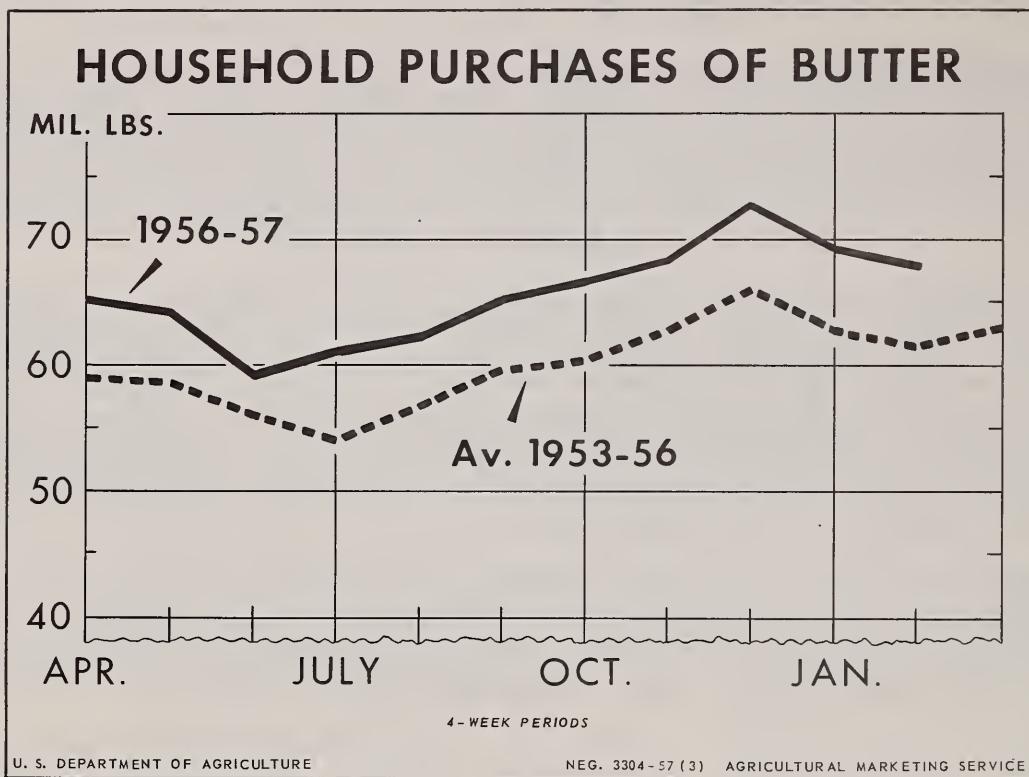


Figure 1

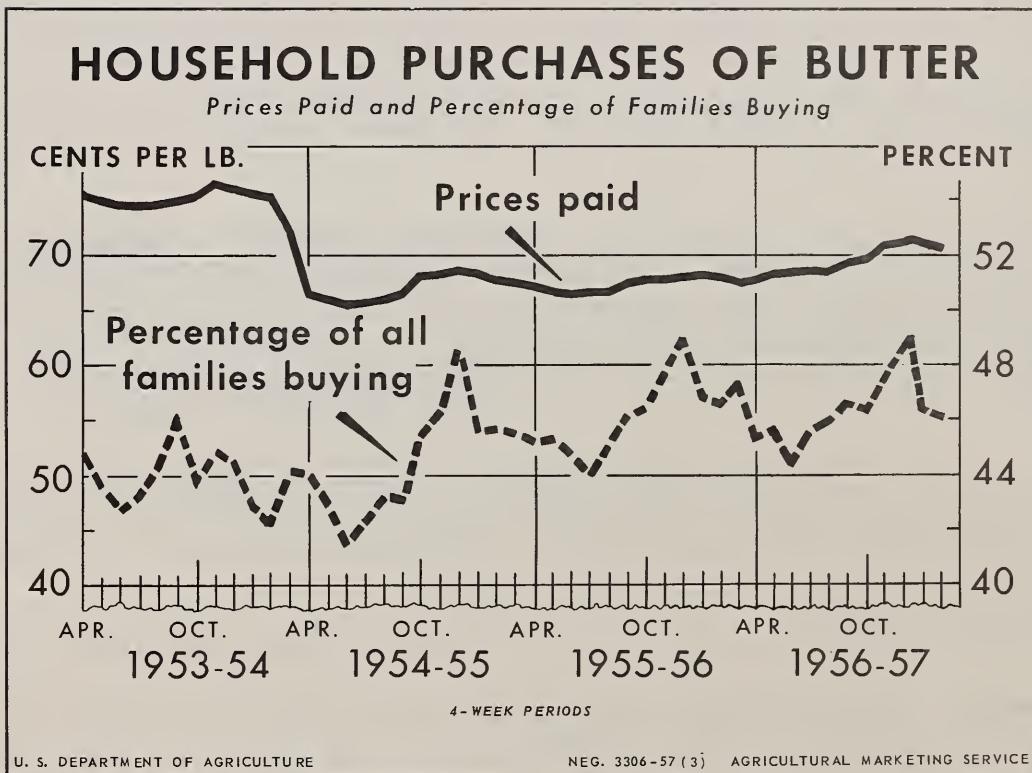


Figure 2

Table 1.--Butter: Household purchases and average price per pound, U. S., 4-week periods

(Continued)

Table 1.--Butter: Household purchases and average price per pound, U. S., 4-week periods (continued)

Period	Per buying family							
	Purchases				Quantity per purchase			
	1956-57	1955-56	1954-55	1953-54	1956-57	1955-56	1954-55	1953-54
	Number	Number	Number	Number	Pounds	Pounds	Pounds	Pounds
April.....	2.66	2.64	2.74	2.71	1.11	1.09	1.09	1.06
May.....	2.63	2.60	2.80	2.75	1.10	1.10	1.10	1.04
June.....	2.51	2.60	2.72	2.64	1.09	1.09	1.09	1.04
July.....	2.47	2.45	2.65	2.58	1.10	1.09	1.09	1.04
August.....	2.52	2.50	2.81	2.67	1.10	1.08	1.08	1.03
September.....	2.62	2.58	2.86	2.69	1.09	1.09	1.09	1.03
October.....	2.62	2.68	2.84	2.59	1.10	1.10	1.09	1.02
November.....	2.61	2.66	2.88	2.65	1.11	1.11	1.09	1.04
December.....	2.71	2.70	2.66	2.68	1.12	1.13	1.11	1.05
January.....	2.70	2.65	2.73	2.90	1.11	1.10	1.09	1.04
February.....	2.66	2.70	2.65	2.73	1.11	1.10	1.10	1.04
March.....		2.68	2.67	2.75		1.11	1.09	1.04

Table 2.--Fluid whole milk and fluid skim milk: Total household purchases and average price paid per quart, U. S., 4-week periods

Period	Quantity purchased			
	Fluid whole milk		Fluid skim milk	
	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts
April.....	1,086	1,046	68.2	54.7
May.....	1,093	1,064	67.3	53.6
June.....	1,064	1,034	65.9	55.7
July.....	1,067	1,003	65.4	55.3
August.....	1,083	1,021	64.0	59.2
September.....	1,131	1,082	63.4	61.7
October.....	1,163	1,112	64.9	58.7
November.....	1,170	1,117	63.7	55.0
December.....	1,164	1,119	66.6	53.0
January.....	1,173	1,125	66.9	54.6
February.....	1,176	1,121	71.2	58.7
March.....		1,116		61.6
 Average price paid per quart equivalent				
	Fluid whole milk		Fluid skim milk	
	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents
April.....	22.2	21.9	18.5	18.8
May.....	22.3	21.6	18.6	18.5
June.....	22.4	21.6	18.5	18.4
July.....	22.5	21.8	18.6	18.6
August.....	22.7	22.0	18.8	18.7
September.....	22.8	22.2	18.9	19.2
October.....	23.0	22.3	19.1	19.0
November.....	23.1	22.4	19.3	18.9
December.....	23.2	22.4	19.4	18.8
January.....	23.3	22.3	19.4	18.8
February.....	23.3	22.3	19.3	18.6
March.....		22.1		18.5

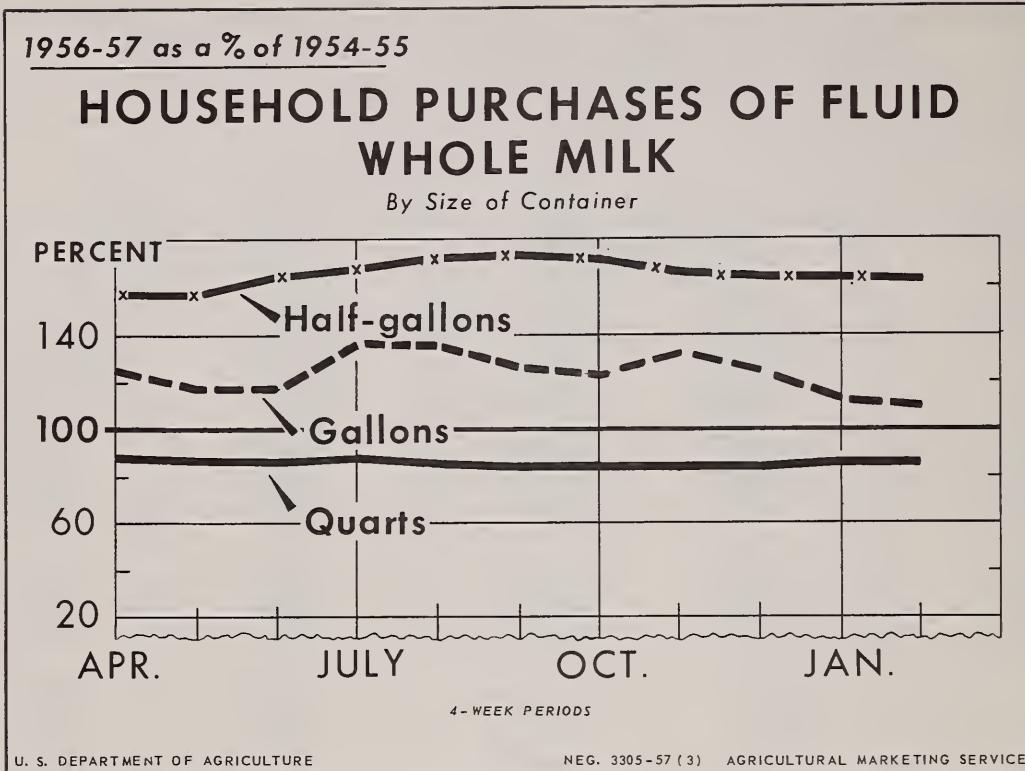


Figure 3

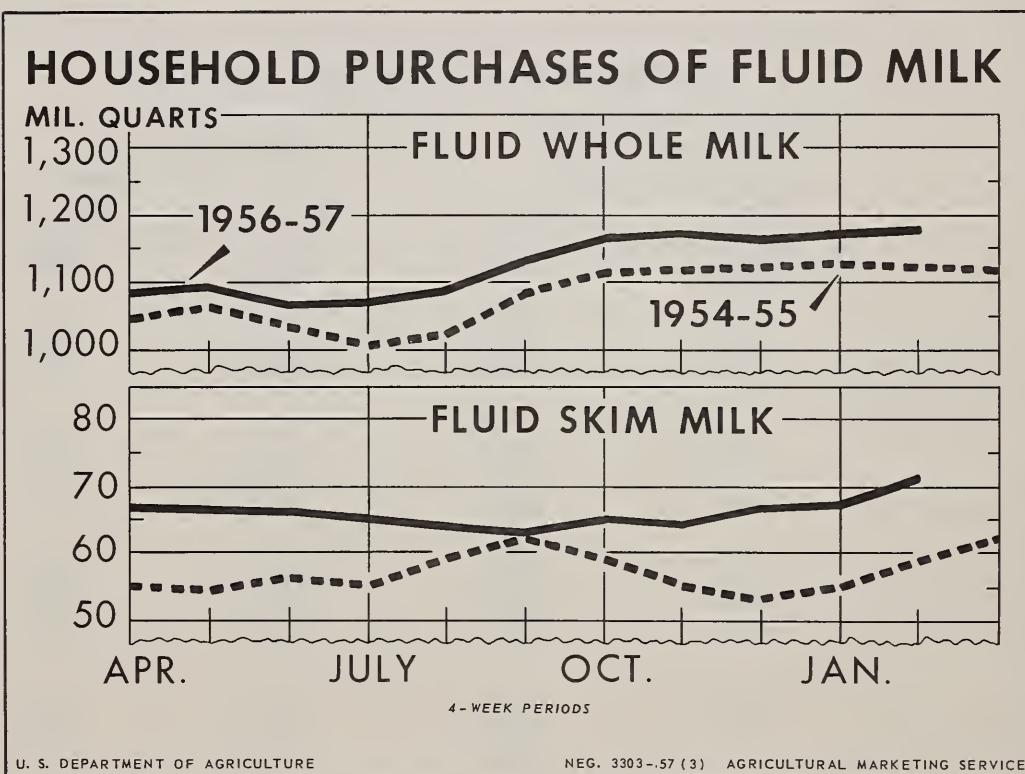


Figure 4

Table 3.--Fluid whole milk: Household purchases by container size and average price paid, per quart, U. S., 4-week periods

Period	Quantity purchased							
	Quart		Half-gallon		Gallon		Other	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
April.....	691	787	321	202	72.4	57.3	1.5	0.4
May.....	690	793	330	208	72.4	62.1	0.7	0.5
June.....	663	772	329	200	71.2	60.7	0.5	0.3
July.....	651	745	341	204	73.6	53.7	0.8	0.3
August.....	653	759	356	208	73.4	54.0	0.5	0.6
September.....	674	801	379	219	77.3	61.3	0.7	0.6
October.....	687	816	394	230	81.4	66.2	0.4	0.7
November.....	683	811	405	242	81.8	62.3	0.7	0.9
December.....	678	805	403	247	82.7	66.3	1.1	1.0
January.....	681	800	412	254	79.0	69.2	1.2	0.9
February.....	675	790	413	256	81.6	74.4	1.0	0.9
March.....			783	260		70.9		1.2
	Average price paid per quart equivalent							
	Quart		Half-gallon		Gallon		Other	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
April.....	23.2	22.7	20.9	20.4	18.1	17.5	1/	1/
May.....	23.3	22.4	21.2	19.9	18.5	17.0	1/	1/
June.....	23.3	22.5	21.3	19.5	18.2	16.6	1/	1/
July.....	23.5	22.7	21.3	19.7	18.3	16.8	1/	1/
August.....	23.7	22.8	21.6	20.1	18.5	17.2	1/	1/
September.....	23.9	23.1	21.7	20.4	18.6	17.2	1/	1/
October.....	24.2	23.2	21.9	20.6	18.5	17.6	1/	1/
November.....	24.4	23.2	22.0	20.7	18.5	17.8	1/	1/
December.....	24.5	23.3	22.1	20.5	18.6	18.2	1/	1/
January.....	24.5	23.2	22.2	20.5	19.0	17.9	1/	1/
February.....	24.5	23.3	22.1	20.5	18.8	17.9	1/	1/
March.....			23.1	20.3		17.7		1/

1/ Not available.

Table 4.--Fluid skim milk: Household purchases by container size and average price paid, per quart, U. S., 4-week periods

Period	Quantity purchased							
	Quart		Half-gallon		Gallon		Other	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
April.....	53.4	47.9	11.9	4.0	2.7	2.7	0.2	0.1
May.....	51.9	47.2	13.0	3.8	2.3	2.4	.1	.2
June.....	50.7	48.7	12.7	5.4	2.4	1.5	.1	.1
July.....	50.2	48.5	12.9	4.4	2.2	2.3	.1	.1
August.....	49.9	50.6	11.9	5.5	2.1	3.0	.1	.1
September.....	48.3	53.3	13.5	5.4	1.6	2.8	2/	.2
October.....	49.2	51.4	13.6	4.8	2.1	2.2	2/	.3
November.....	48.8	48.9	13.4	4.4	1.5	1.7	2/	.1
December.....	50.4	46.4	14.0	4.7	2.1	1.7	.1	.2
January.....	49.8	46.0	15.2	6.5	1.8	2.0	.1	.1
February.....	53.9	50.2	15.0	6.4	2.3	1.9	2/	.2
March.....				7.3		1.7		.2
Average price paid per quart equivalent								
	Quart		Half-gallon		Gallon		Other	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
	19.2	19.4	16.5	15.7	11.3	11.9	1/	1/
April.....	19.3	19.0	16.6	15.7	11.6	10.3	1/	1/
May.....	19.3	18.9	16.5	15.7	10.5	10.4	1/	1/
June.....	19.5	19.3	16.1	16.1	11.1	9.2	1/	1/
July.....	19.5	19.4	16.8	16.6	12.1	9.5	1/	1/
August.....	19.9	20.1	16.5	15.4	10.2	9.4	1/	1/
September.....	20.0	19.5	17.0	17.2	11.0	12.4	1/	1/
October.....	20.0	19.4	17.3	15.8	12.9	10.7	1/	1/
November.....	20.1	19.2	17.8	17.1	13.4	10.8	1/	1/
December.....	20.0	19.3	17.9	16.7	12.9	12.6	1/	1/
January.....	20.0	19.1	17.9	16.6	12.5	10.5	1/	1/
February.....				15.9		12.5		1/
March.....								

1/ Not available.

2/ Less than .1.

Table 5.--Fluid whole milk and fluid skim milk: Percentage of families buying, U. S., 4-week periods

Period	Any fluid milk		Fluid whole milk		Fluid skim milk	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Percent	Percent	Percent	Percent	Percent	Percent
April.....	81.8	82.6	79.8	81.0	19.4	18.7
May.....	82.8	80.9	80.9	79.5	19.2	18.0
June.....	82.0	81.6	80.4	80.1	20.0	19.4
July.....	83.5	81.1	82.0	79.8	20.5	19.3
August.....	83.6	81.9	82.6	80.5	20.7	19.8
September.....	83.2	81.4	82.4	80.0	19.6	19.2
October.....	83.6	82.9	82.2	81.4	18.6	17.9
November.....	83.9	82.7	83.1	81.3	18.8	18.2
December.....	84.3	82.6	82.6	81.1	19.0	16.7
January.....	84.0	81.8	81.6	80.2	19.5	18.9
February.....	83.3	83.2	81.6	82.0	20.4	18.7
March.....		81.9		80.3		19.6

Table 6.--Fluid whole milk and fluid skim milk: Household purchases per capita in quart equivalent, U. S., 4-week periods

Period	Total		Fluid whole milk		Fluid skim milk	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
April.....	7.11	6.97	6.69	6.62	0.42	0.35
May.....	7.15	7.07	6.74	6.74	.41	0.34
June.....	6.96	6.90	6.55	6.54	.41	0.35
July.....	7.01	6.65	6.60	6.31	.41	0.35
August.....	7.10	6.79	6.70	6.42	.40	0.37
September.....	7.39	7.19	7.00	6.80	.39	0.39
October.....	7.53	7.31	7.13	6.94	.40	0.37
November.....	7.56	7.31	7.17	6.97	.39	0.34
December.....	7.55	7.31	7.14	6.98	.41	0.33
January.....	7.55	7.35	7.14	7.01	.41	0.34
February.....	7.59	7.36	7.16	6.99	.43	0.37
March.....		7.34		6.96		0.38

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